

MARKETING SYSTEM BASED ON CUSTOMER PREFERENCES

ABSTRACT

The present invention is a marketing system and method that matches customer requests and preferences with marketing offers and related information. The system scans electronic marketing offers made available by companies and presents these offers to customers, if a match is detected between the offer and the customer's preferences. Customer profiles are based on information entered by the customer as to what type of marketing offers they are interested in receiving. Each customer's information remains isolated from the product and service providers, which allows customers to protect their information from mass marketing.